



A University of Wisconsin-Platteville
Continuing Education Program

ArtsBuild Southwest Wisconsin Communities

Marian Maciej-Hiner **Ricky**
Rolfsmeyer

Director, Continuing Education Immediate Past
President
UW-Platteville
Inc.
maciejhm@uwplatt.edu

Wisconsin Rural Partners,
ricky-r@mhtc.net

ArtsBuild Initiative

To work with artists on increasing visibility

and sales

Launched in April 2004 with economic development grant funding from University of Wisconsin-Extension

Goal to hold meetings in 6 communities in 6 counties

Invited to hold meetings in 8 communities in 7 counties:

Dodgeville, Mineral Point, Monroe, Platteville, Prairie du Chien, Richland Center, Shullsburg, Spring Green

Goal to reach 60-70 artists through initial contacts

Met with over 200 artists at grassroots community meetings and conducted needs assessment, eventually developing a network of over 350 artists in the region

Goal to provide 10 artists with services

Worked with over 300 artists through **networking, training, marketing** and **partnership** opportunities

ArtsBuild Networking:

Focused on identifying and connecting artists and creative entrepreneurs throughout the region.

Database

Over 350 area artists and resources

Communications

Regular email correspondence from ArtsBuild Coordinator

Gatherings

“Spring Bash” at Grandview, folk art site in Hollandale

Directories

Listing of participants' contact information on website

Directory of 175 Southwest Wisconsin Artists
published through funding from local seed company (also
on website)

“ArtsBuild played a significant role in helping Driftless Area Artists grow as an organization. You linked us with the major art organizations in the state.”



ArtsBuild Education:

Responding to survey feedback, provided business and professional development opportunities.

Workshops

Facilitated by experts

Topical conversations

Led by area artists with experience and expertise

Regional programs

Economic development and leadership

Statewide arts events

Wisconsin Arts Congress, Arts Day

Resources on website

Education and training opportunities

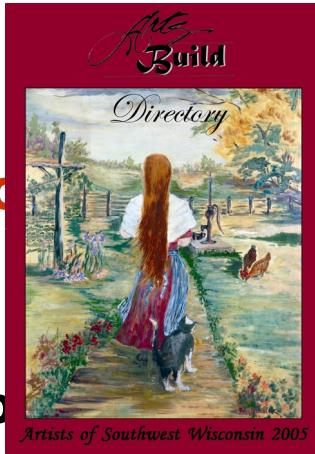
"I wasn't aware that there were so many, even any, free resources to help artists become professional business people. Many of the suggestions I have already put in practice and look forward to following up on others."



ArtsBuild Marketing

Developed outlets for information about area artists and their work.

Directory of Artists in Southwest Wisconsin



Features 175 artists with artist statements and photos

Made possible through a gift from the Trelay Company of Livingston as part of their 100th Anniversary

1,400 directories distributed throughout the region

ArtsBuild Website

Listing of participants' contact information on website

Provides online version of the printed Directory

"The Tri-State area is a melting pot for artisans - a catalogue of artists and their specialties is a starting point to educating regional communities about what these artisans and their businesses have to offer."

ArtsBuild Partnerships:

**Connected local and regional arts organizations
and arts entrepreneurs with expanded
resources**

-  **Arts Wisconsin**
-  **Chambers of Commerce**
-  **County Extension Offices**
-  **Local and Regional Arts Organizations (formal and informal networks)**
- **Main Street Programs**
- **Southwest Wisconsin Small Business Development Center**
- **Southwest Wisconsin Regional Economic Development Coalition**
- **Wisconsin Arts Board**

“Bringing people together, giving them opportunities to use their natural gifts and talents, making them aware of opportunities, giving value to the arts.”



ArtsBuild SmART

Communities

To work with local artists and community leaders to promote the arts as valuable community assets

Introduced in July 2005 with economic development grant funding from University of Wisconsin-Extension

- **Formed an ArtsBuild Regional Committee** to provide vision, direction, connections and advocacy for project
- **Created SmART Community Task Forces** to plan, promote and facilitate sessions throughout the region.
- **Connected with over 150 people** attending the sessions, including artists, civic leaders, business owners and area youth
- **Documented results of brainstorming sessions** at SmART Community meetings
 - discussed the role of the arts, historic preservation and cultural activities on community and economic development
 - identified existing arts assets & resources, partnerships that could be formed & expanded, and resources needed to support future activities



SmART Communities

Different Voices, One Vision

Platteville area - Utilized database of interested individuals in the area to promote area events, collaborate and partner around existing activities and events, and take on projects and ideas generated through brainstorming session

Shullsburg/Lafayette County area - Formed a core group who continue to meet to plan activities

Prairie du Chien/Crawford County area - Demonstrated ability to collaborate, plan, and present a presentation of 9 area arts assets for the Lt. Governor's "Capital for the Day" visit

Monroe / Green County area - Formed a group who continue to meet focusing on partnerships between the arts and



ArtsBuild receives recognition:

■ **2006 Top Rural Development Initiative**

awarded by Wisconsin Rural Partners for ArtsBuild's "spirit of partnership and collaboration in creating positive community impacts."

■ **2006 Award for Excellence in Civic Engagement**

awarded by the University of Wisconsin Extension for "increasing the business capacity of arts entrepreneurs and helping communities realize the importance of arts to a vital economy."

"The ArtsBuild model, developed in partnership with the UWP Continuing Education Office, drives communities to inventory and revalue their cultural assets, make entrepreneurs of artists and turn innovative collaborations into powerful forces to leverage new investment and economic activity in a region. It is a story I tell all across the state."

Lieutenant Governor Barbara Lawton



SmART Plan for Action:

- **Engage** in conversations integrating arts and culture into community economic development plans.
- **Identify and preserve** the regions artistic, cultural, historic and creative assets.
- **Recognize and support** the artists and creative entrepreneurs who are part of our region's creative identity - **attend** performances & events - **purchase** & **display** local artist's work.
- **Collaborate and form pARTnerships** between area artists, arts organizations, local businesses and institutions.
- **Advocate** for and support arts education in your community.
- **Encourage public investment** in the arts, culture, creativity and innovation to strengthen the state's competitive edge in economic development, downtown revitalization, educational advancement, tourism opportunities, and community engagement.



Six Dimensions of the Support Structure for Artists

Adapted from *Investing in Creativity: A Study of the Support Structure for US Artists (2003)*.

- **1. Validation** - The ascription of value to what artists do.
- **2. Demand/Markets** - Society's appetite for artists and what they do, and the markets that translate this appetite into financial compensation.
- **3. Material Supports** - Access to the financial and physical resources artists need for their work: employment, insurance and similar benefits, awards, space, equipment, and materials
- **4. Training and Professional Development** - Conventional and lifelong learning opportunities.
- **5. Communities and Networks** - Inward connections to other artists and people in the cultural sector; outward connections to people not primarily in the cultural sector.
- **6. Information** - Data sources about artists and for artists.

Top Ten Attributes of Successful Regional Communities

- 1. Evidence of strong community pride and inclusive culture**
- 2. Invest in the future - built to last!**
- 3. Participatory approach to community decision making**
- 4. Creatively build new economic opportunities**
- 5. Support local businesses**
- 6. Deliberate transition of power to new leaders**
- 7. Strong belief in and support for education**
- 8. Strong presence of traditional institutions that are integral to community life**
- 9. Willingness to seek help from the outside**
- 10. Communities and regions are self-reliant**

Prepared by David Beurle,
Innovative Leadership Australia, 2005.
www.ila.net.au



Adapted from 'Heartland Centre for Rural Leadership';
'20 Clues to Rural Survival'

Artists and Community Renewal

From *Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets* by John P. Kretzmann and John L. McKnight

Artists as Community Assets

- Art and culture can be found in the everyday lives of ordinary people
- Many community members with artistic ability do not look upon themselves as “artists” and may not recognize the importance of their contributions to the development of the cultural life of their communities
- These artists need to be encouraged to express themselves in ways that reflect the values, problems and traditions that are unique to their community
- Direct response to creative work of this kind from neighbors and community members can create a greatly increased sense of social cohesion
- Local artists can help to create a renewed perspective that can generate the strength and vision required to revitalize communities



Artists and Community

Renewal: Qualities of Individuals with

Artistic Skill

Tradition - artists keep traditions alive and flexible enough to change in response to the on-going needs of the community

Culture - composed of history, experience and tradition that artists have the skills to “weave” together to keep the communal fabric intact, and also to create new patterns to respond to current community needs and demands

Skills - artists’ creative expression skills that were developed within or outside the community are transmissible, and part of a community’s assets

Vision and Creativity - an artist’s skills are the means through which personal vision is expressed, which can have public as well as private significance by also providing a means for the community learning to relate to its past experience and present challenges, creating new possibilities for community growth and development

Productivity - artists create products which have commercial as well as aesthetic value, and these works of art can become the basis for cottage industries that will bring new sources of revenue into the community

Self-Expression and Self-Esteem - artists take pride in their work, and as their work is accepted within the community it contributes to the artist’s sense of self-esteem and to the community’s positive recognition of its own unique character and value



Artists and Community Renewal: Mapping Community Assets

Connecting local artists with community building is a four-step process that is described below as a three-step process to reflect the path SmART Communities followed:

-  Compile an inventory of key arts and creative assets and resources of the community
-  Use the information gained from the inventories to build strong partnerships between artists and other individuals, organizations and associations in the community
-  Build on these partnerships and active participation of local artists in the community building process to build new relationships with resources outside of the community



ArtsBuild Success Stories

Bringing artists, communities and resources together

- Dubuque Racing Association and Wisconsin Arts Board grants received by artist and Great Midwestern Educational Theater Company in Shullsburg
- Butterflyville sponsored by the Platteville Chamber of Commerce as a fund-raiser for the Potosi Brewery project
- SmART Communities of Green County
Group of artists meeting regularly in Highland Area, relationships developed out of mentoring pilot project in 2005
- Crawford County Art Festival – 3 time recipient of Joint Effort Marketing Grant through Wisconsin Department of Tourism
- Wisconsin Arts Board grants received by Shake Rag Alley in Mineral Point and the Platteville Mural Project
- Successful communication of regional arts events and opportunities through access to ArtsBuild database and email updates, inclusion of artists in retail, networking, funding and advocacy opportunities
- Inclusion in Capital for the Day tour in Fall 2006 – Ferryville, WI with Lt. Governor Barbara Lawton
- Contacted regularly by new artists in the region looking to connect with resources and an arts and culture network



Contact information



**[www.uwplatt.edu/cont_ed/
artsbuild](http://www.uwplatt.edu/cont_ed/artsbuild)**

Heidi Dyas-McBeth, ArtsBuild
Coordinator

University of Wisconsin-Platteville
Office of Continuing Education
dyasmc@uwplatt.edu

608-342-1314 / 1-888-281-9472



Additional Resources



The Wisconsin Arts Board

<http://arts.state.wi.us/static/>

Arts Wisconsin

<http://www.artswisconsin.org/>



NATIONAL
ENDOWMENT
FOR THE ARTS

The National Endowment for
the Arts

<http://www.nea.gov/>

The National Trust for Historic
Preservation

<http://www.nationaltrust.org/>

